

CLAIMS

I claim:

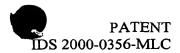
1. A method of selecting merchants for transmission of advertising information to a user of a mobile wireless terminal, comprising:

comparing a plurality of geographic location samples of a wireless terminal with a geographic location of a seller to determine whether said wireless terminal has frequently traveled in proximity to said seller; and

if said wireless terminal has frequently traveled in proximity to said seller, selecting said seller as an entity that may be interested in having an advertisement transmitted to a user of said terminal.

- 2. The method of claim 1 wherein determining whether said wireless terminal has frequently traveled in proximity to said seller involves determining whether a predetermined number of said geographic location samples are within a predetermined distance of said seller.
- The method of claim 1 wherein said step of selecting said seller is dependent upon timing information associated with said wireless terminal's travels in proximity to said seller.
- 4. The method of claim 1 wherein said step of selecting said seller is dependent upon demographics information of said user of said wireless terminal.

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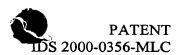
- 5. The method of claim 1 wherein said step of selecting said seller is dependent upon whether said seller is of the type seller from whom said user is willing to accept advertisements.
- 6. The method of claim/1, further comprising:

 excluding one of said plurality of geographic location samples of said wireless terminal from said step of comparing.
- 7. The method of dlaim 6 wherein said plurality of geographic location samples that are excluded from said step of comparing corresponds to a plurality of locations along a mass transit route.
- 8. The method of claim 1 wherein said geographic location of said seller is determined from a map local to one of said plurality of geographic location samples of said wireless terminal.
- 9. The method of claim 1 wherein said plurality of geographic samples of a wireless terminal are represented by latitude and longitude coordinates.
- 10. A method of conveying advertising information to users of mobile wireless terminals, comprising:

receiving location samples of a mobile wireless terminal;

processing said location samples to determine whether said wireless terminal frequently travels in proximity to a seller; and

transmitting an advertisement of said seller to a user of said wireless terminal.



- 11. The method of claim 10, wherein said transmitting step occurs if said wireless terminal frequently travels in proximity to said seller.
 - 12. The method of claim 10 further comprising:

receiving an indication of said seller's willingness to pay for transmission of said advertisement to said user of said wireless terminal.

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- 13. The method of claim 12 wherein said transmitting step occurs if said seller's willingness to pay exceeds a predetermined amount.
- 14. The method of claim 10 wherein said location samples of said wireless terminal are received via a web interface.
- 15. The method of claim 10 wherein said advertisement is transmitted using a medium from the group consisting of e-mail, voice mail, facsimile, paper, banner ads and television commercials.
- 16. The method of claim 15 wherein said advertisement is transmitted to said user of said wireless terminal in accordance a user delivery preference.
 - 17. The method of claim 10 further comprising:
 making an offer to said seller to advertise to said user of said wireless terminal.
 - 18. The method of claim 10 further comprising:
 purging location samples after a predetermined period of time.

- 19. A method of conveying advertising information to buyers, comprising:

 determining if a buyer is traveling in proximity to a seller; and

 if demographics information of said buyer satisfies predetermined criteria,
 transmitting an advertisement of a seller to said buyer.
- 20. A method of conveying advertisements to a commuter in a vehicle, comprising:

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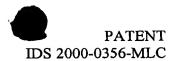
receiving vehicle statistics;

transmitting said vehicle statistics to a selected merchant; receiving an advertisement of said selected merchant; and presenting said advertisement to said commuter.

- 21. The method of claim 20 wherein said selected merchant is a merchant with a location that said commuter frequently travels in proximity of.
- 22. The method of claim 20 further comprising:

 transmitting information to said selected merchant regarding the frequency with which said commuter is in proximity to a location of said selected merchant.
- 23. The method of claim 20 further comprising providing said selected merchant with an opportunity to advertise to said commuter.
- 24. The method of claim 20, wherein said advertisement is presented as said commuter's commute commences.
- 25. The method of claim 20, wherein said advertisement is presented during said commuter's commute.

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- The method of claim 25, wherein said advertisement is presented as said vehicle is approaching a location of said selected merchant.
- 27. The method of claim 20, wherein said advertisement is a multimedia advertisement.
- The method of claim 20, wherein said advertisement is presented to said commuter via an audio system in said vehicle.
- The method of claim 20 wherein said steps of transmitting and receiving are performed over a wireless connection using a data protocol.
- 30. A method for a merchant to advertise to a user of a mobile wireless terminal, comprising:

receiving information regarding the frequency with which said commuter is in proximity to a location of said merchant;

selecting an advertisement to be transmitted to said user; and transmitting said advertisement to an advertising server.

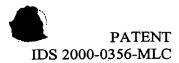
31. The method of claim 30 further comprising:

calculating a willingness to pay for transmission of said advertisement to said

user; and

transmitting said willingness to pay to said advertising server.

The method of claim 31 wherein said willingness to pay is based upon a purchasing history of said user.



33. A system comprising:

a memory device storing a program; and

a processor in communication with the memory device, the processor operative with the program to:

compare a plurality of geographic location samples of a wireless terminal with a geographic location of a seller to determine whether said wireless terminal has frequently traveled in proximity to said seller; and

if said wireless terminal has frequently traveled in proximity to said seller, select said seller as an entity that may be interested in having an advertisement transmitted to a user of said terminal.